

From Good to Great or Not So Much:

**“Best Practices Used By
High Functioning Nonprofit Boards”**

by

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Why Are You Here?



Board Effectiveness

Does Your Nonprofit -

___ Have a committed board, ED, staff & volunteers?

___ Have a relevant mission statement to the board & community?

___ Have Governance Policies & Bylaws?

___ Have a dynamic 2 year strategic plan?

___ Run efficient mtgs?

___ Have a fund development plan?

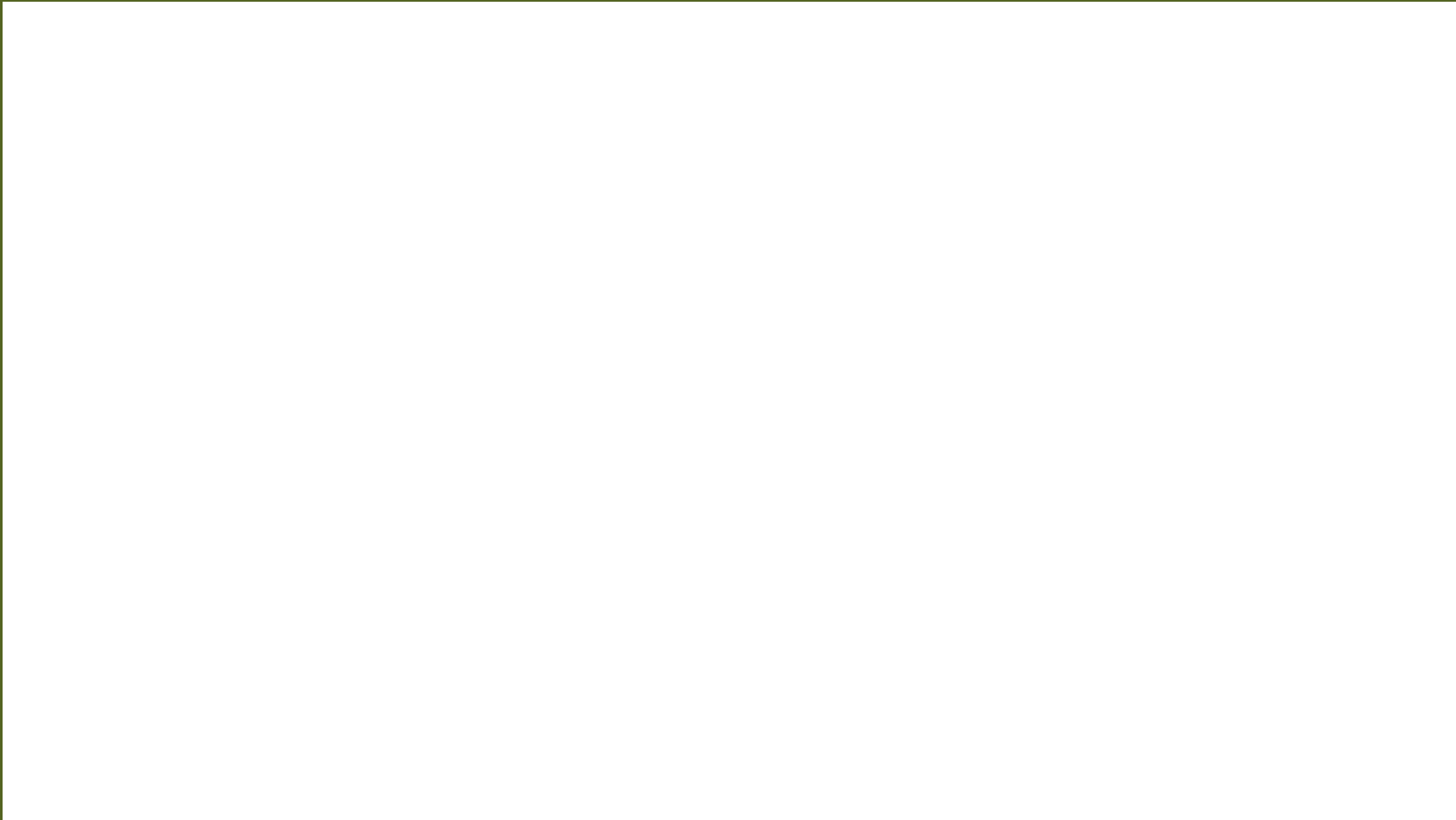
___ Have an improving & visible website?

___ Developed social media strategy?

___ Board Development & Recruitment Plan

___ ED & Board Eval & ED & BD Succession Plan?

Board Role Challenges



Source: <https://www.youtube.com/watch?v=D5owt1RBUpk>

2019 Non-Profit Board Trends

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- Board develops strategic plan with board & staff member roles assigned and revisits at meetings.
- Board has developed vision, mission and goals.
- Board membership represents the community demographics served in its composition.
- Board has a developed an “Inclusion” Policy for board meetings and new board member recruitment.

2019 Non-Profit Board Trends

- Board expects attendance and keeps board minutes of meetings & posts online.
- Board has a “Term Limit” Policy; usually (2) terms with 1/3 of board rotating off at a time to provide board continuity moving forward. Board builds this into it leadership succession plan.
- Board conducts a “New Member” Orientation
- Board has a developed Annual Community Engagement Funding Plan with accountability.
- Board utilizes diverse fundraising methods.

2019 Non-Profit Board Trends

Next-generation re-engagement. With the Baby Boomers retiring, the next generation is very different. Non-profits will have to learn to change and evolve faster according to demands.

Inclusion



Efficient Boards Have BD Member Job Description

- Set a strategic direction that adopts goals relating to the nonprofit's mission with outcomes
- Adopt policies so that the nonprofit can run efficiently, effectively, legally and ethically
- Interpret the nonprofit's mission, values and vision to the public as determined by the Board in "one voice".

Efficient Boards Have BD Member Job Description

- Secure adequate funds to achieve the nonprofit's mission through the 3 T's of board membership: time, treasure, and talent.
- Sign annual "Conflict of Interest" Statement.
- 501 (C)(3) Tax Exempt & IRS Accountability
- Hire, supervise, evaluate and support and or fire the director

Is Your Board Focused on the Right Thing?

What is the most important nonprofit's
attribute to consider?

MISSION

Do You Have A Dynamic 2019-2021 Strategic Plan

- **Key Goals:**
- **Community impact & outreach**
- **Fundraising diversification and expansion of the donor base**
- **Develop outcomes measurement review process to formally monitor program impact.**
- **Board development**
- **Diverse Board Recruitment**

Efficient Board Meetings

- Board Chair is the key & sets the agenda with the board in advance of meeting.
- Use nonprofit portal to give materials in advance.
- Use executive session to discuss issues, vote and commit as an entire bd.
- Use "inclusion" policy at meetings
- Revisit mission & strategic plan process with accountability.

Your Nonprofit Brand

- How is your nonprofit perceived by
 - By your board
 - By your community
 - By your donors

Nonprofit's Identity

- Website
- Case Statement
- Internal & External Talking Points
- Social Media Presence
- Brochures/Press Releases
- Assigned Board/Staff roles in Advocacy

The BOD Recruitment Plan

- **Mission Driven**
- An ongoing process all year!
- Simple Case for Support – Why would one want to join this board?
- **Train BOD** to cultivate potential leaders at events, socials, media and develop relationships
- ID potential people who “do” & match priorities

Implement & Evaluate Plan

- What new potential candidates have appeared?
- Track progress
- Laying the basis for next year's plan
 - Closing the loop and continuing the process
 - ED & all of the Board engaged & involved

Recommendations

- **A dynamic strategic plan moving forward.**
- **Evaluate Board communication internally & externally.**
- **Efficient meetings – purposeful & utilize a consent agenda**
- **Evaluate community engagement through (one voice) board representation and utilization of website and social media.**
- **Develop “Engagement & Inclusivity” in board and community relations.**

Recommendations

- **Develop and/or evaluate the fund development plan for 2019-2021 with case statement & both board & staff roles defined.**
- **Diversify funding sources (donor & programs) and board member training on donor cultivation.**
- **Ongoing strategic new member board cultivation with attention paid to changing donor & member ages (Gen X & Millennials)**

Recommendations

- **Address burnout, review positions and replacement recruitment for key roles.**
- **Board Leadership and Executive Director Evaluation & Succession Plans**

Action Steps

- Goals Objectives Leadership Timeline
- Accountability

References

- **Board Source.** Best Meetings I've Attended
- **Board Source.** Checklist of Board Roles & Responsibilities.
- **Board Source.** Recommended Governance Practices
- **National Council of NONPROFITS.** Tip Sheet for Candid Conversations about Board Governance "How are we doing?"
- **National Council of NONPROFITS.** Good Governance is Like a Recipe.
- <https://www.youtube.com/watch?v=D5owt1RBUpk> Board Roles

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**Board & Fund Development,
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